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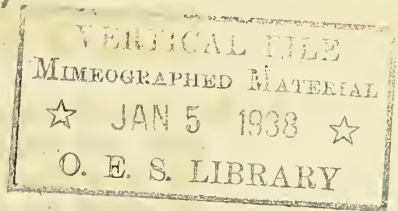
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3 HOW TO PREPARE A RADIO TALK:

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Perhaps the minister was right when he told an inquiring person that if a sermon an hour long was desired he could preach it almost any time, but if it were to be 20 minutes in length he would like to have a week to prepare it. So it is with 5-minute radio talks.

The subject should be one of general interest. The opening paragraph, like the heading of a newspaper article, should tell the whole story as though it were necessary to stop there. Succeeding paragraphs should carry information about something that is within the observation of the listener. New material added to these well-known "somethings" should be related information. Each subject should have an illustration in order to make the speaker's meaning as clear as possible to the listener.

Anglo-Saxon words are understood much better than classic English. Very few words in the Lord's Prayer and in Lincoln's Gettysburg Address have more than two syllables.

Important ideas should be repeated.

A little touch of the emotional or poetical helps to make the lesson stick.

Appeals that are satisfying offset some of the listener's experiences that are annoying. The climax or close should clearly say, "Now that is the whole story in a nutshell."

In the preparation of a radio talk, or any talk, four laws should be kept in mind:

1. The law of primacy (the first impression).
This may be the opening paragraph; it may be the salutation or the quality of the voice of the speaker. He may drawl, or speak too quickly or inarticulately.
2. The law of frequency, or repetition.
This law refers to different features, either through discussion or by illustrations which are but variations of the general theme being discussed. It is another view of the same thing.
3. The law of emphasis.
This law refers to contrast, to brief impressive stories, or the vocal stressing of certain words, phrases, or clauses. It may

even be applied by the lowering of the voice rather than the raising of it. The speaker is addressing an unseen audience.

4. The law of recency. The final stroke.

This law applies to a snappy closing, a parting shot which says it in a few sentences. It is a kind of peroration which may be in prose or verse - anything that clinches the point.

